

3LMGOX65 - Principles of Marketing

Professor: Alban POUILLAIN (TD)

Contact information:

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Department: LSO

Semester: 1

Course level: Undergraduate (L3)

Domain: Business

Teaching language: English

Number of in-class hours: 30

Number of course sessions: 10 + Exam

ECTS: 6

Course description and objectives

This course will introduce students to the concepts and skills used and needed to create effective and critique marketing campaigns: a) researching and analyzing consumers, the marketing environment and competitors, b) identifying and targeting attractive segments with a unique strategic positioning, and c) making product, price, communication and distribution decisions according to a well-defined plan.

The class will focus on the role of marketing and its importance in contemporary societies. Organizations need first to understand consumer needs and wants, before creating a balanced, coordinated marketing mix, where all elements of its marketing activities work together. Marketing also requires combining qualitative and quantitative analysis to gain an understanding and reveal insights into the internal and external environment. Not only will the students be introduced to concept and theories, but real-world examples and case studies will also be commented on in order to get a critical perspective of the activity as a whole.

The objectives of this course are to introduce undergraduate students to the concepts, analyzes and activities that comprise marketing management. By studying, assessing and answering real-life marketing problems, students will get a broad idea everyday marketing management challenges, including product and brand management, pricing, environment and competitive analysis, promotion...

This course will also act as a foundation for advances electives in Marketing and/or in other business disciplines.

Prerequisites

None. This course is for anyone interested in marketing. A **good comprehension of English** will obviously be needed to follow the class.

Learning outcomes

Upon completion of this course, students should be able to:

- Recognize the role of marketing in today's consumer society and its place in the firm decision-making process.
- Acknowledge the need for accurate market and environment analyzes before being able to segment and target specific customers.
- Express an understanding of the process of product development, brand positioning, and brand management.
- Explain the role of pricing in the firm's decision-making process and common pricing practices.
- Identify common models of distribution and retailing.
- Describe different promotional tactics (advertising, personal selling, public relations, direct marketing, and sales promotion).
- Develop an awareness of social, ethical, and international issues in marketing.

Assignments and grading

All the following percentages account for a part of the final grade.

- Written exam: 50%
- A Strategic Marketing Simulation game called MarkStrat – Three class sessions of 1 hour and ½ are dedicated to it: 20%
- Marketing project in small groups: 20%
- Participation and attendance: 10%

The different components of the grade will require students to apply the knowledge learnt in class to answer marketing and/or consumer problems.

The numerical grade distribution will dictate the final grade. The passing grade for a course is 10/20.

Class participation: Active class participation – this is what makes classes lively and instructive. Come on time and prepared. Class participation is based on quality of comments, not quantity.

Exam policy: In the exam, students will not be allowed to bring any document (except if allowed by the lecturer). Unexcused absences from exams or failure to submit cases will result in zero grades in the calculation of numerical averages. Exams are collected at the end of examination periods.

Course structure

| Session | Topic |
|---------|---|
| 1 | Introduction. Marketing Today. Making sense of the market: the market environment. <i>Analysis of the external and internal market environment for a company.</i> |
| 2 | Making sense of the market: Market Research <i>How and why do marketers conduct research nowadays?</i> |
| 3 | Making sense of the market: Consumer Behaviour <i>Who are the consumers? How do they make their buying choices? What external and internal influences frame their behaviours?</i> |
| 4 | Defining a marketing strategy: Segmenting, targeting and positioning. <i>To whom should a company sell a product, and how?</i> |
| 5 | Translating the strategy: The marketing Mix. Product and Services. <i>What is a product? What is a service?</i> |
| 6 | Translating the strategy: The marketing Mix. Promotion. <i>Medias, advertising and the digital.</i> |
| 7 | Translating the strategy: The marketing Mix. Place. <i>Where do we sell?</i> |
| 8 | Translating the strategy: The marketing Mix. Price. <i>How to define a price?</i> |
| 9 | Managing marketing: building a strong brand. <i>What is a brand? What is brand equity, brand identity?</i> |
| 10 | Marketing Ethics |
| 11 | + reading week |
| 12 | Final Exam |

Bibliography

- Kotler P. & Armstrong G., *Principles of Marketing*. Pearson Education.
Available in Dauphine Library: 658.8 PRI
- Russell E., *The Fundamentals of Marketing*. AVA Publishing.
Available in Dauphine Library: 658.8 RUS

MyCourse

This course is on MyCourse: **Yes**

Academic integrity

Be aware of the rules in Université Paris Dauphine about plagiarism and cheating during exams. All work turned in for this course must be your own work, or that of your own group. Working as part of a group implies that you are an active participant and fully contributed to the output produced by that group.

Academic calendar

| Dates (Monday/Sunday) | | L3 Gestion |
|--------------------------|----------|---------------|
| 02/09/19 | 09/08/19 | |
| 09/09/19 | 15/09/19 | 1 |
| 16/09/19 | 22/09/19 | 2 |
| 23/09/19 | 29/09/19 | 3 |
| 30/09/19 | 06/10/19 | 4 |
| 07/10/19 | 13/10/19 | 5 |
| 14/10/19 | 20/10/19 | 6 |
| 21/10/19 | 27/10/19 | 7 |
| 28/10/19 | 03/11/19 | 8 |
| 04/11/19 | 10/11/19 | 9 |
| 11/11/19 | 17/11/19 | 10 |
| 18/11/19 | 24/11/19 | 11 |
| 25/11/19 | 01/12/19 | 12 |
| 02/12/19 | 08/12/19 | Review w. |
| 09/12/19 | 15/12/19 | Exams |
| 16/12/19 | 22/12/19 | |
| 23/12/19 | 29/12/19 | Holidays |